

CONTRACT



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015

<u>Contract / Revision</u> 344125 /		<u>Alt Order #</u>
<u>Product</u> General		
<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> NJ BURLINGTON CITY-2012		<u>Original Date / Revision</u> 10/25/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Joe Trondle	<u>Sales Office</u> Detroit NSO
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 11365		<u>Advertiser Ref</u> 28884

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/26/12	10/26/12	7A-9A TODAY SHOW	7A-9A M-F	----F--	:15/:15	1	\$1,500.00	BK	1	\$1,500.00
	CDR											
N 2	WCAU	10/26/12	10/26/12	6P-630P NBC10 NEWS	6P-630P M-F	----F--	:15/:15	1	\$1,150.00	BK	1	\$1,150.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/26/12-10/26/12	6P-630P NBC10 NEWS	6P-630P M-F	-----F----	:15/:15		\$1,150.00	BK		
	See MG 2.2											
	PREEMPT											
	2	WCAU	10/29/12-10/29/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	:15/:15		\$1,150.00	BK		
	Ⓜ MG for 2.1 10/26											
N 3	WCAU	10/26/12	10/26/12	6P-630P NBC10 NEWS	6P-630P M-F	----F--	:30	1	\$1,150.00	NM	1	\$1,150.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/26/12-10/26/12	6P-630P NBC10 NEWS	6P-630P M-F	-----F----	:30		\$1,150.00	NM		
	See MG 3.2											
	DNA-SEVERE WX COVERAGE											
	2	WCAU	11/02/12-11/02/12	7P-730P M-F	7P-730P M-F	-----F----	:30		\$1,150.00	NM		
	Ⓜ MG for 3.1 10/26											
N 4	WCAU	10/28/12	10/28/12	FOOTBALL NIGHT AMERIC/7P-815P		-----S	:30	1	\$2,500.00	NM	1	\$2,500.00
	LUR											
N 5	WCAU	10/29/12	10/29/12	7A-9A TODAY SHOW	7A-9A M-F	M-----	:15/:15	1	\$1,500.00	BK	1	\$1,500.00
	CDR											
N 6	WCAU	10/29/12	10/29/12	11-1135P M-F LATE NEWS	11P-1135P	M-----	:30	1	\$2,400.00	NM	1	\$2,400.00
	CDR											
N 7	WCAU	10/29/12	10/29/12	TONIGHT SHOW W/JAY LE1135P-107A		M-----	:30	1	\$750.00	NM	1	\$750.00
	CDR											

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract Dates</u> 10/26/12 - 11/06/12		<u>Product</u> General
<u>Advertiser</u> NJ BURLINGTON CITY-20		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/25/12 / 11/05/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	WCAU	10/29/12	10/29/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	M-----	:30	1	\$1,150.00	NM	1	\$1,150.00
N 9	WCAU	10/29/12	10/29/12	VARIOUS/ OVERNIGHT CDR	2a-5a M-SU	M-----	:30	1	\$30.00	NM	1	\$30.00
N 10	WCAU	10/30/12	10/30/12	6A-7A M-F LUR	6A-7A M-F	-T-----	:30	1	\$600.00	NM	1	\$600.00
N 11	WCAU	10/30/12	10/31/12	6A-7A M-F LUR	6A-7A M-F	-11----	:15	2	\$300.00	NM	2	\$600.00
N 12	WCAU	10/30/12	10/31/12	7A-9A TODAY SHOW CDR	7A-9A M-F	-22----	:15	4	\$750.00	NM	4	\$3,000.00
N 13	WCAU	10/30/12	10/30/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	-T-----	:30	1	\$1,150.00	NM	1	\$1,150.00
N 14	WCAU	10/31/12	10/31/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	--W----	:15	1	\$575.00	NM	1	\$575.00
N 15	WCAU	10/30/12	10/30/12	11-1135P M-F LATE NEWS CDR	11P-1135P	-T-----	:30	1	\$2,400.00	NM	1	\$2,400.00
N 16	WCAU	10/31/12	10/31/12	11-1135P M-F LATE NEWS CDR	11P-1135P	--W----	:15	1	\$1,200.00	NM	1	\$1,200.00
N 17	WCAU	10/30/12	10/30/12	TONIGHT SHOW W/JAY LEI 1135P-107A	1135P-107A	-T-----	:30	1	\$750.00	NM	1	\$750.00
N 18	WCAU	11/01/12	11/02/12	6A-7A M-F LUR	6A-7A M-F	---TF--	:30	1	\$600.00	NM	1	\$600.00
N 19	WCAU	11/01/12	11/02/12	6A-7A M-F LUR	6A-7A M-F	---TF--	:15/:15	1	\$600.00	BK	1	\$600.00
N 20	WCAU	11/01/12	11/02/12	7A-9A TODAY SHOW CDR	7A-9A M-F	---11--	:15/:15	2	\$1,500.00	BK	2	\$3,000.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WCAU	11/01/12-11/02/12	7A-9A TODAY SHOW See MG 20.3 NA-NOT AVAILABLE	7A-9A M-F	----ThF----	:15/:15		\$1,500.00	BK		
	3	WCAU	11/05/12-11/05/12	7A-9A TODAY SHOW Ⓜ MG for 20.2 11/02	7A-9A M-F	M-----	:15/:15		\$1,500.00	BK		
N 21	WCAU	11/01/12	11/02/12	10A-11A TODAY SHOW 3 CDR	10A-11A M-F	---TF--	:30	1	\$425.00	NM	1	\$425.00
N 22	WCAU	11/01/12	11/02/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	---TF--	:30	1	\$1,150.00	NM	1	\$1,150.00
N 23	WCAU	11/01/12	11/02/12	6P-630P NBC10 NEWS CDR	6P-630P M-F	---TF--	:15/:15	1	\$1,150.00	BK	1	\$1,150.00
N 24	WCAU	11/01/12	11/02/12	11-1135P M-F LATE NEWS CDR	11P-1135P	---TF--	:15/:15	1	\$2,400.00	BK	1	\$2,400.00
N 25	WCAU	11/01/12	11/02/12	TONIGHT SHOW W/JAY LEI 1135P-107A CDR	1135P-107A	---TF--	:30	1	\$750.00	NM	1	\$750.00

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FOR NBCE CONTRACTS:

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<u>Advertiser</u> NJ BURLINGTON CITY-20		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/25/12 / 11/05/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 26	WCAU	11/01/12	11/02/12	11A-12P NBC10 NEWS@11	11A-12P	---TF--	:30	2	\$250.00	NM	2	\$500.00
				CDR								
N 27	WCAU	11/01/12	11/02/12	VARIOUS/ OVERNIGHT	2a-5a M-SU	---TF--	:30	1	\$25.00	NM	1	\$25.00
				CDR								
N 28	WCAU	11/02/12	11/02/12	6A-7A M-F	6A-7A M-F	----F--	:15/:15	1	\$850.00	BK	1	\$850.00
N 29	WCAU	11/05/12	11/05/12	7A-9A TODAY SHOW	7A-9A M-F	M-----	:15/:15	2	\$1,500.00	BK	2	\$3,000.00
N 30	WCAU	11/04/12	11/04/12	8-10A SUNDAY	758A-956A SUNDAY	-----S	:30	1	\$650.00	NM	1	\$650.00
N 31	WCAU	11/05/12	11/05/12	10A-11A TODAY SHOW 3	10A-11A M-F	M-----	:30	1	\$425.00	NM	1	\$425.00
N 32	WCAU	11/04/12	11/04/12	LATE NEWS SU	11-1235A	-----S	:30	1	\$2,000.00	NM	1	\$2,000.00
N 33	WCAU	11/03/12	11/03/12	11-1130P LATE NEWS SAT	11-1130P	-----S-	:15/:15	1	\$2,400.00	BK	1	\$2,400.00
N 34	WCAU	11/03/12	11/03/12	9A-10A SATURDAY	9A-10A SA	-----S-	:30	1	\$650.00	NM	1	\$650.00
N 35	WCAU	11/04/12	11/04/12	8-10A SUNDAY	758A-956A SUNDAY	-----S	:30	1	\$575.00	NM	1	\$575.00
N 36	WCAU	11/04/12	11/04/12	6A-8A SUNDAY	6A-8A SU	-----S	:30	2	\$175.00	NM	2	\$350.00
N 37	WCAU	11/05/12	11/05/12	6A-7A M-F	6A-7A M-F	M-----	:30	1	\$850.00	NM	1	\$850.00
N 38	WCAU	11/04/12	11/05/12	430-5A NBC10 NEWS @ 430	430A-5A		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
	Week:	10/29/12	11/04/12	-----1	1	\$75.00						
	Week:	11/05/12	11/11/12	1-----	1	\$75.00						
N 39	WCAU	11/06/12	11/06/12	6A-7A M-F	6A-7A M-F	-T-----	:30	2	\$850.00	NM	2	\$1,700.00
N 40	WCAU	11/06/12	11/06/12	7A-9A TODAY SHOW	7A-9A M-F	-T-----	:30	2	\$1,500.00	NM	2	\$3,000.00
N 41	WCAU	11/03/12	11/03/12	7A-9A SATURDAY	7A-9A SA	-----S-	:15/:15	1	\$650.00	BK	1	\$650.00
N 42	WCAU	11/05/12	11/05/12	11-1135P M-F LATE NEWS	11P-1135P	M-----	:30	1	\$2,400.00	NM	1	\$2,400.00
N 43	WCAU	11/05/12	11/05/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F	M-----	:15/:15	1	\$950.00	BK	1	\$950.00
N 44	WCAU	11/05/12	11/05/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F	M-----	:30	1	\$950.00	NM	1	\$950.00
N 45	WCAU	11/03/12	11/04/12	VARIOUS/ OVERNIGHT	2a-5a M-SU	-----SS	:30	2	\$25.00	NM	2	\$50.00
N 46	WCAU	11/04/12	11/04/12	430-5A NBC10 NEWS @ 430	430A-5A	-----S	:30	1	\$75.00	NM	1	\$75.00
N 47	WCAU	11/04/12	11/04/12	6A-8A SUNDAY	6A-8A SU	-----S	:30	1	\$175.00	NM	1	\$175.00
N 48	WCAU	11/05/12	11/05/12	4P-5P NBC10 NEWS	4-5P M-F	M-----	:30	2	\$650.00	NM	2	\$1,300.00
N 49	WCAU	11/06/12	11/06/12	10A-11A TODAY SHOW 3	10A-11A M-F	-T-----	:15/:15	2	\$425.00	BK	1	\$425.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
	1	WCAU	11/06/12-11/06/12	10A-11A TODAY SHOW 3	10A-11A M-F	-Tu-----	:15/:15	\$425.00	BK			
				Credited								
				PREEMPT-DUE INVENTORY								
N 50	WCAU	11/06/12	11/06/12	11A-12P NBC10 NEWS@11	11A-12P	-T-----	:30	2	\$250.00	NM	2	\$500.00
N 51	WCAU	11/06/12	11/06/12	2-3P STEVE HARVEY TALK	2P-3P	-T-----	:15/:15	2	\$225.00	BK	2	\$450.00
N 52	WCAU	11/06/12	11/06/12	5A-6A M-F NBC10 NEWS	5A-6A M-F	-T-----	:30	2	\$375.00	NM	2	\$750.00
N 53	WCAU	11/06/12	11/06/12	6A-7A M-F	6A-7A M-F	-T-----	:30	1	\$850.00	NM	1	\$850.00

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N 54	WCAU	11/06/12	11/06/12	12-1P JEFF PROBST SHOW	12P-1P	-T-----	:15/:15	2	\$225.00	BK	2	\$450.00
N 55	WCAU	11/05/12	11/05/12	VARIOUS/ OVERNIGHT	2a-5a M-SU	M-----	:30	1	\$25.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/05/12-11/05/12	VARIOUS/ OVERNIGHT	2a-5a M-SU	M-----	:30		\$25.00	NM		
	Credited PREEMPT-DUE INVENTORY											
N 56	WCAU	11/06/12	11/06/12	1P-2P DAYS	1P-2P M-F	-T-----	:15/:15	1	\$375.00	BK	1	\$375.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/06/12-11/06/12	1P-2P DAYS	1P-2P M-F	-Tu-----	:15/:15		\$375.00	BK		
	See MG 56.2 NA-NOT AVAILABLE											
	2	WCAU	11/06/12-11/06/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	-Tu-----	:15/:15		\$375.00	BK		
	Ⓜ MG for 56.1 11/06											
N 57	WCAU	11/05/12	11/05/12	430-5A NBC10 NEWS @ 430	430A-5A	M-----	:30	2	\$75.00	NM	0	\$0.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/05/12-11/05/12	430-5A NBC10 NEWS @ 430	430A-5A	M-----	:30		\$75.00	NM		
	Credited PREEMPT-DUE INVENTORY											
	2	WCAU	11/05/12-11/05/12	430-5A NBC10 NEWS @ 430	430A-5A	M-----	:30		\$75.00	NM		
	Credited PREEMPT-DUE INVENTORY											
Totals											72	\$59,955.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	2	\$4,000.00	\$3,400.00
10/29/12 - 11/06/12	70	\$55,955.00	\$47,561.75
Totals	72	\$59,955.00	\$50,961.75

Signature: _____ Date: _____

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This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.